

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Gerald E. Bennington et al.
Application No. : 09/997,659 Confirmation No. : 5782
Filed : November 29, 2001
For : ELECTRONIC TELEVISION PROGRAM GUIDE
SCHEDULE SYSTEM AND METHOD
Group Art Unit : 2614
Examiner : Michael Lee

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants
hereby make of record the following documents in the above-
identified application:

Express Mail No.
EV371751068US

H-20
PA 5/21/04

- (1) Letter from StarSight Telecast, Inc. to a StarSight IPG subscriber (with subscriber name, address and account number redacted) notifying the subscriber of termination of the StarSight IPG.
- (2) Contents of the website of StarSight Telecast, Inc. (<http://www.StarSight.com>) as of April 21, 2004.
- (3) Transcript of the testimony of Michael Faber and Larry Wangberg, May 1996, pp. 554-743.
- (4) Transcript of the testimony of Brian Klosterman, May 1997, pp. 1700-1981.
- (5) IPG Attitude And Usage Study, prepared by Lieberman Research Worldwide for Gemstar-TV Guide International, October 2002.

Copies of these documents, which are listed on the accompanying Form PTO-1449 (submitted in duplicate), are enclosed herewith. It is respectfully requested that these references be: (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of the accompanying Form PTO-1449, as considered and initialed by the Examiner, be returned with the next communication.

Documents (1) - (4) are being submitted to set forth details regarding the termination of the StarSight interactive program guide (IPG).^{*} In particular, the StarSight IPG was terminated due to StarSight's inability to realize "[t]he economics to sustain a subscriber based business model" (Document (2), answer to the question "Why is StarSight service being terminated?").

Document (5) is submitted for the Examiner's consideration. As set forth on page 3 of Document (5), a study was commissioned to "understand viewer usage of and attitudes toward . . . IPGs." The study concludes at page 23 that the Browse feature is still among the most highly regarded and most frequently used IPG features of applicants' "TV Guide Interactive" ("TVGI") program guide.^{**} At least pages 11, 23, 25-28, 30, 35, 37 and 49 of Document (5) also set forth various

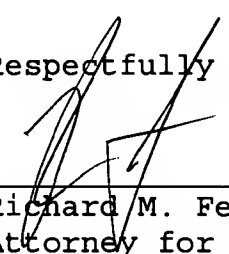
^{*} Applicants direct the Examiner's attention to pages 561, 637-644, 647, 676-678, 694, 698-700, 703, 705, 706, 710, 715, 718, 720, 723, 725, 726 and 740 of Document (3). Applicants direct the Examiner's attention to pages 1761, 1902-1904, 1906, 1910-1913, 1916-1920, 1925, 1926, 1927, 1929, 1931-1934, 1940, 1944, 1947, 1948, 1950-1955, 1961, 1965, 1969 and 1976 of Document (4).

^{**} TVGI is an IPG provided by TV Guide, Inc, which is the parent company of United Video Properties, Inc., which is the assignee of the present application.

conclusions with respect to the "Browse" feature of applicants' application.

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,



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